

FILE

MAY 20 1946

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5					10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor
NEW YORK 19, N.Y.

El dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MAY 17, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Available	"L'OFFICIEL DE LA COUTURE" FROM PARIS "L'Officiel de la Couture et de la Mode de Paris," Paris Fashion Magazine, is now available in America -- photographs and descriptions of creations by Paris Couturiers with English translations. Subscription: \$12.50 per year, issued every other month. Contact: Pierre Clavel, CI. 6-5052.	PIERRE CLAVEL	610 FIFTH AVENUE Room 604
Now Available	FILM SERIES FOR STAFF TRAINING "Keynotes to Successful Selling", first film talkies created specifically for department and specialty stores, as a visual training service. Eight 25-minute film talkies, illustrating episodes in a salesperson's daily experiences with customers. An amusing character (Mr. Key) points out the "wrong" and "right" sales techniques. Contact: WI. 2-1816.	GENERAL SERVICE PUBLISHING CO.	515 MADISON AVENUE
Friday May 17 12:30 P.M. Luncheon	THIRD ANNUAL LUNCHEON MILLINERY PRESENTATION "Head-fitting Hats" will be the theme of the third annual luncheon fashion show presented by the Millinery Designers' League. Fashion Annotator, Jinx Falkenburg, will wear the \$10,000 solid gold hat designed by Van Cleef & Arpels, and featured in the crowning of Hedda Hopper by the National Millinery Association at Atlantic City. "Hedda Gold" will be the special color at this show. Speaker: Joseph Rabinovich, of Ogus, Rabinovich & Ogus. For reservations, contact: Mrs. Bessie Auerbach, PE. 6-1050. Press strictly by invitation. Publicity: Ann F. Rummelhart, MU. 6-2469.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Friday May 17 2:00 P.M.	FASHION SHOW AT BASEBALL GAME Repetition of last Friday's fashion show at Yankee Stadium, Ohrbach's will present "Holidays Ahead", a review of vacation fashions, at Ebbets Field before the start of the Brooklyn Dodgers-Pittsburgh Pirates baseball game. Fashions will be presented by 15 Powers and Conover models, each riding in an individual jeep. Master of Ceremonies and commentator: Jimmy Edmondson, radio star. Press invited. Contact: Mark Klauser, AL. 4-1600.	OHRBACH'S	EBBETS FIELD SULLIVAN PLACE, BKLYN
Saturday May 18 7:00 P.M.	ANNUAL RECEPTION AND DINNER Leonard Ginsberg, President of Hearn Dept. Stores, will be guest of honor at 47th anniversary dinner of Nat'l Jewish Hospital at Denver, a free national, non-sectarian tuberculosis institution. Many N. Y. retailers and manufacturers will attend as a tribute to Mr. Ginsberg's service to the hospital and his leadership in civic, and interfaith humanitarian activities. Speaker: Former Postmaster General James A. Farley, in broadcast over Station WJZ from 10:45 P.M. to 11:00 P.M. Program will include stars of stage, screen, and radio. Tickets: \$100.00 per couple, obtainable at Nat'l Jewish Hospital, 19 West 44 St., N. Y. City. Publicity: David Cohen, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 18- May 25	NATIONAL FOOT HEALTH WEEK. Publicity: Dr. Joseph Lelyveld, National Foot Health Council, P.O. Box 57, Rockland, Mass.		

OUT-OF-TOWN FALL MARKET OPENINGS

May 18	CHICAGO STYLE EXHIBITORS, INC.	CHICAGO, ILLINOIS
May 19	CHICAGO NATIONAL WASH DRESS & APPAREL ASSOCIATION SHOW	CHICAGO, ILLINOIS
May 20- May 25	FALL MARKET SHOWINGS AMERICAN FASHION ASSOCIATION BACK-TO-SCHOOL OPENINGS DALLAS FASHION & SPORTSWEAR CENTER	DALLAS, TEXAS
May 22- June 22	SAN FRANCISCO MANUFACTURERS' AND WHOLESALERS' ASSOCIATION	SAN FRANCISCO, CALIFORNIA
May 23- June 2	CLEVELAND'S SESQUI-CENTENNIAL MID-AMERICA EXPOSITION-- DAILY CONTINUOUS FASHION SHOWS BY CLEVELAND AND NORTHERN OHIO GARMENT INDUSTRIES	CLEVELAND, OHIO
May 27	FALL COLLECTIONS ST. LOUIS FASHION CREATORS	ST. LOUIS, MISSOURI

May 19 "I AM AN AMERICAN DAY" CITIZENSHIP DAY (Sunday)

WEEK BEGINNING MONDAY, MAY 20, 1946

Monday May 20 10:00 A.M.	"NEW ENGLAND REVELATION" A special Boston bound train will leave Grand Central Terminal at 10:00 A.M. Events abroad and in Filene's in Boston include fashion show, special exhibits, New England luncheon, old New England clambake and entertainment -- a promotion designed to dramatize New England industries, arts and crafts, and culture. Cooperating are several hundred mills, fabric houses, and cutters including top New York designers. Also, the Boston apparel market, and New England producers of household wares, jewelry, silver, accessories, and lingerie. Guests return to New York aboard midnight sleeper. Press by invitation only. Publicity: Boston-- Stacy Holmes, Filene's; New York -- Sara Fox, MU. 3-6526.	WM. FILENE'S SONS CO.	BOSTON, MASS.
Monday May 20 12:00 Noon Luncheon	BENEFIT LUNCHEON FASHION SHOW Complete resort outfits, created by Florence Reichman, will be presented at this benefit luncheon fashion show to raise money for the adoption of French war orphans. Commentator: Edyth Thornton McLeod, author of "Face and Figure Fascination." Tickets: \$5.00. Contact: Mrs. Harold Weingarten, 17 West 67 St. Publicity: Billie Gould, Inc., LA. 4-8773.	BUSY BUDDIES, INC.	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 20 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING Subject: "What the Publicist and Client Should Expect of Each Other." Speakers: John L. Horgan, General Manager, Hotel Lincoln. Luncheon: \$1.90 per person. Open to members and guests. Publicity: Uriel Davis, HA. 2-9462.	PUBLICITY CLUB OF NEW YORK, INC.	BELMONT PLAZA CASINO-IN-THE-AIR
Monday May 20 1:00 P.M. Luncheon	"WEEKEND WARDROBE" LUNCHEON FASHION SHOW Coordinated fashions for summer weekends for girls of 5'7" or taller, designed by Peg Newton of "The Tall Gal's Haven". Open to public. Press by invitation. For reservations, contact PL. 3-4500, Ext 123. Publicity: Donna Cannon, CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	PEG NEWTON (3 EAST 48TH ST.)	ST. REGIS HOTEL ROOF
Monday May 20 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW: SPECIAL EXHIBITION Exhibition by Donald Cordry of lamps, mirrors, trays and other decorative accessories, each skilfully combining such metals as tin, copper or brass; also use of mirrors, fruits and shells. Publicity: Aileen Webb, PL. 3-9094.	AMERICAN CRAFTSMEN'S EDUCATION COUNCIL	AMERICA HOUSE 485 MADISON AVE.
Monday May 20 5:00 P.M. Cocktails	PRESS PREVIEW: EARLY AMERICAN FURNITURE Reproductions by L. and J. G. Stickley of Early American furniture styles in modern settings and a "one room home" designed by House Beautiful. Attendance by invitation. Contact: W. A. Hathaway Co., BR. 9-6186.	W. A. HATHAWAY CO.	51 WEST 45TH ST.
Monday May 20	PRESS SHOWING OF NEW FALL BLOUSES Fashion editors are invited to the opening of Alice Stuart's new Fall line of blouses. Trade showings will be held early in June. Press by invitation. Publicity: Cecile Kaye, WI. 7-0980.	ALICE STUART BLOUSES	525 SEVENTH AVE. 5TH FLOOR
Beginning Monday May 20	ACTIVE SPORTSWEAR IN COTTON WEEK EXHIBIT Display of cottons for beach and play -- clothes designed and made in Everfast fabrics by students at Traphagen. Open to public; weekdays 9:00 A.M.-9:00 P.M.; Sat. until 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday May 20- May 25	NATIONAL COTTON WEEK PROMOTION CAMPAIGN "Cotton is Back!" is the slogan for this year's Cotton Week. Stores will plan merchandise presentations built around new cotton products. There will be cotton carnivals and similar social events once again after their lapse since Pearl Harbor. Contact: WO. 2-0270.	THE COTTON-TEXTILE INSTITUTE	THROUGHOUT THE COUNTRY
Tuesday May 21 10:00 A.M. Breakfast	PRESS PREVIEW: MEN'S "SPORT TOPPER" HATS "New Headlines" -- Macy's presents the first innovation in men's headwear in 10 years in a fashion showing of the newest shape in men's hats. Modeled by: Donald Buka, stage and radio star; Lew Parker of "Are You With It?"; Chandler Cowles of "Call Me Mister" and Robert Hughes of "The Red Mill". Attendance by invitation. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431; publicity for "Sport Topper" hats, S. Richard Stern, PE. 6-4459.	R. H. MACY & CO.	CENTRAL PARK ZOO RESTAURANT (64TH & 5TH)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 21 11:00 A.M.	PRESS PREVIEW: NEW JACQUARD SWEATERS Debut of 15-year old sweater designer, protege of Lily Kingstone, sweater designer, showing a complete line of Jacquard sweaters, dedicated to young debs and careerists, including the famous Winny Wool Design for camping and back-to-school wear. Attendance by invitation. The young designer will be at Bloomingdale's Young Deb Department from 3:30 P.M. to 4:30 P.M. on Tuesday, May 21. Publicity: Rhoda Friedman, Bert Nevins Associates, WI. 7-9715. Bloomingdale Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S AND ROSSWELL SPORTSWEAR	HOTEL PIERRE ROOM 3 (SECOND FLOOR)
Tuesday May 21 12:30 P.M. Luncheon	RIT DYE FASHION SHOW AND LUNCHEON "Rit Did-It" will be the theme of Summer and Fall fashions presented by Rit Dye Corporation, a subsidiary of The Best Foods, Inc. Renovated outfits, accessories and home crafts using dye will be featured. Attendance by invitation only. Contact: The Best Foods, Inc., MU. 4-1400.	THE BEST FOODS, INC. 88 LEXINGTON AVENUE	WALDORF-ASTORIA LE PERROQUET SUITE
Tuesday May 21 2:30 P.M.	SUMMER SPORTSWEAR FASHION SHOW New summer sportswear for a gay vacation will be presented at Altman's Sun and Surf Shop at a fashion show for press and customers. Contact: B. Altman & Co., MU. 9-7000, Ext. 412.	B. ALTMAN & CO. 5TH AVE. & 34TH ST.	3RD FLOOR SUN & SURF SHOP
Beginning Tuesday May 21 2:30 P.M.	OPENING OF NEW FUR COLLECTION Fromm's New American Scene in fur originals for Fall and Winter 1946-47 including coats, jackets, capes and stoles. Contact: CH. 2-6797.	FROMM BROS., INC.	275 SEVENTH AVENUE
Tuesday May 21 4:30 P.M. Cocktails	PRESS PREVIEW OF BONMOUTON COATS A special showing of American and Parisian Couturier Designs in Bonmouton, the new era fur. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9870.	OUTSTANDING FUR DESIGNERS	WALDORF-ASTORIA ASTOR GALLERY
Tuesday May 21 4:30 P.M.	PRESENTATION OF "FASHIONS ON THE GO" "Fashions On The Go", a complete showing of fashions for postwar globe-trotting, will be presented by the graduating class of the Laboratory Institute of Merchandising. Travel clothes, sportswear, afternoon frocks, and evening fashions will be modeled by the students, and shown through the cooperation of Oppenheim-Collins. Attendance by invitation only. Publicity: Ellen Nolan, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	HOTEL McALPIN BALLROOM
Week Of May 21	SHOWING OF TRAVEL CLOTHES FOR FALL Vera Maxwell will present new Fall travel clothes during the week of May 21. By appointment only. Publicity: Terence Kennedy, WI. 7-3176.	VERA MAXWELL	230 WEST 39TH STREET
Wednesday May 22 9:30 A.M. Breakfast	FALL EDITION OF NEW YOUNG FASHIONS Meg, Beth, Amy, and Jo -- the Fall edition of "Youngthings" designed by Ellen Hewitt -- will be shown during breakfast. Press and trade by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	DELPHI	HAMPSHIRE HOUSE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 22- May 23 10:00 A.M.	FIRST ANNUAL FUR FASHION SHOW A "Panorama of Shades and Colors", keyed to the tempo of the coming season, will be presented in fur garments, styled and produced by the foremost fur designers and manufacturers of America. Outstanding developments of the industry for 1946-47 will be presented to fur buyers at 10:00 A.M. and 2:00 P.M. each day, with a showing of about 85 models, and commentary by Radio's Maxine Keith. Cosmetics and hair styles: Charles of the Ritz; gloves by Fownes; jewelry by Coro; purses by Coblentz; scarfs by Appleton. Association members who will present their lines include: American Fur Dyeing Co.; Herman Basch & Co., Inc.; Jacob Becher & Bro.; Commander Fur Dyeing Co.; Crown Fur Dyeing and Dressing Corp.; Holst-Gold-Meyerson Fur Dyers, Inc.; Industrial Fur Dyeing & Blending Co.; Meisel-Peskin Co.; Ruderman, Inc; Sterling Fur Dyers. Press by invitation <u>only</u> . Contact: PE. 6-1584.	FUR DRESSERS & FUR DYERS ASSN.	HOTEL PENNSYLVANIA PENN TOP
Wednesday May 22 1:00 P.M. Luncheon	FUR FASHIONS LUNCHEON SHOWING Presentation of Dein-Bacher's furs, during luncheon, featuring Spring mutation mink, new bronze broadtail, and silver blue platinum mink. The last Wednesday Luncheon Fashion Show at the Waldorf for the current season. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room Headwaiter, EL. 5-3000. Contact: Dein-Bacher, PL. 8-0221. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Monday May 22- May 23 1:30 P.M.- 3:30 P.M.	PARENT'S FORUM: "YOU AND YOUR CHILDREN" "You and Your Children", a free service and permanent project by Saks 34th, providing lectures and discussion periods for the community. Topic: "Parents Are Important". <u>Wednesday, May 22</u> : "The Pre-School Child". Speakers: Dr. Milton I. Levine, consultant to the Bureau of Child Hygiene, Dept. of Health; Jessie Stanton, Chmn. of Baby Institute, Station WJZ. <u>Thursday, May 23</u> : "The School Child and Adolescent". Speakers: Dr. Milton I. Levine; Alice V. Keliher, ^{Ph.D.} Assoc. Prof of Education, N.Y.U. Press invited. Open to public. Publicity: Carolyn Rose, LA. 4-7000.	SAKS 34TH STREET	HOTEL PENNSYLVANIA
Wednesday May 22 3:00 P.M.; 7:00 P.M.	SUMMER "MAKE YOUR OWN" FASHION SHOW Fabric Fashion Show, presenting Summer fashions for home or vacation wear -- easy and economical to make. Sizes 12 to 20, from playclothes to evening gowns, for the college girl, the young married woman, the career girl, the business girl, and the homemaker. Open to public. Publicity: Frances Patton, ST. 9-4700, Ext. 681.	JOHN WANAMAKER B'WAY AT 9TH ST.	5TH FLOOR HOME STORE
May 22	NATIONAL MARITIME DAY (Wednesday)		
Thursday May 23 10:00 A.M. Breakfast	AQUATIC HAIRDO FASHION SHOW Drene Shampoo presents "water baby" hairdos that stay put and look glamorous both for swimming and dancing. Attendance by invitation only. Contact: Pauline Bowie, BU. 8-5000.	PROCTER & GAMBLE (MAKERS OF DRENE)	HOTEL PIERRE ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 23 7:30 P.M. Dinner, Dance	ANNUAL RED, WHITE AND BLUE BALL Annual Red, White and Blue Dinner Dance for the benefit of the Soldiers and Sailors Club of New York, a permanent organization for servicemen at 283 Lexington Ave. One of the largest benefit fetes of each Spring season, sponsored by debutantes and society leaders. Chairman of the Ball Committee: Mrs. Harold I. Pratt. Ritz Publicity: Marion Morrison, PL. 3-4600.	SOLDIERS & SAILORS CLUB OF NEW YORK	RITZ CARLTON HOTEL MAIN BALLROOM
Saturday May 25 11:00 A.M.	"TRICKS FOR TEENS" FASHION SHOW Summer cottons, beachwear and playclothes for girls will be presented at the Saks 34th monthly "Tricks for Teens" Fashion Show. Open to public. Publicity: Carolyn Rose, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR DEBUTEEN SHOP
Saturday May 25 11:30 A.M.- 4:00 P.M.	JUNIOR SPORTSWEAR FASHION PRESENTATION "Miss College Playtimer" -- informal modeling of junior sportswear by students of 10 local colleges. The college presenting the favorite fashions will be selected by votes from spectators. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	3RD FLOOR EAST BUILDING
Monday May 27 4:00 P.M. Cocktails	PRESS PREVIEW: EVENING FASHIONS Anna Miller presents the first all-evening collection since the war years, designed by Patric, to be presented to the press at a cocktail showing. Attendance by invitation. Under direction of Mildred Kaldor, BR. 9-9399.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
Tuesday May 28 4:00 P.M.	TRADE SHOWING OF FALL COLLECTION Ark Lane Fashions will show their Fall collection to the trade. Attendance by invitation only. Regular showings will begin on June 3.	ARK LANE FASHIONS	530 SEVENTH AVENUE SHOWROOM
Tuesday May 28 4:00 P.M.	PRESS PREVIEW: "DIAMONDS WITH PUNCH" N. W. Ayer will present to the press a collection of wedding-day hats, specially designed by Lilly Dache and Sally Victor, with diamond jewelry from Van Cleef & Arpels -- a forecast of Fall silhouettes in a new kind of fashion show. Production by Bil Baird and Company. Attendance by invitation only. Publicity: Evelyn Allen, CI. 6-0200.	N. W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PIERRE ROOF GARDEN
May 30	MEMORIAL DAY (Thursday)		
Friday May 31	WEEKEND HOLIDAY FOR MEMORIAL DAY Lord & Taylor and B. Altman & Co. employees will be given a holiday from Wednesday night to Monday morning over the Memorial Day and July 4 weekends. These two stores will begin their Saturday closings for the summer on June 1. Most other New York stores will have a long weekend over July 4, and will be closed on Saturdays from June 29 to August 31. These will be listed next week.	LORD & TAYLOR; B. ALTMAN & CO.	NEW YORK CITY
Monday June 3 4:30 P.M. Cocktails	PREVIEW SHOWING OF FALL COLLECTIONS Eta of Ren-Eta will show her Fall line to the Trade and Press at cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ETA OF REN-ETA 498 SEVENTH AVE.	PLAZA HOTEL TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 3	FALL AND WINTER FUR COLLECTION Showing of new fur collection of Ritter originals.	RITTER BROTHERS	224 WEST 30TH ST. Contact: BR. 9-8144.
Beginning Monday June 3	OPENING OF FALL LINES In accordance with the practice followed in recent seasons, the Guild houses will show only a single collection for the season. Guild members who will present their lines include: HANSEN BANG, INC. ROSE BARRACK, INC. WILLIAM BASS DRESS CO. ANTHONY BLOTTA CAPRI FROCKS, INC. CARLYE DRESSES CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA FRED GREENBERG CO. JOSEPH HALPERT & CO. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO JUNIOR LEAGUE FROCKS, INC. KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES, INC. DAVID LEONARD & LEVINE MARY LEE, INC.	INDIVIDUAL NEW YORK SHOWROOMS MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. HANNAH TROY, INC.
Week of June 3	OPENING OF FALL COL- LECTIONS FOR JUNIORS The following members of the New York Dress Institute will present their Fall collections during the week of June 3: ARKAY JUNIOR FROCKS BABS JUNIOR, INC. (also FOGA member) HORWITZ & DUBERMAN (also FOGA member) INTERNATIONAL JUNIOR (also FOGA member) JOHN IRWIN DRESSES, INC. JOANNE JR.-ZINN BROS. JUNIOR LEAGUE FROCKS, INC. (also FOGA member) Contact individual manufacturers.	JUNIOR DRESS CREATORS OF NEW YORK, INC.	INDIVIDUAL NEW YORK SHOWROOMS MAIRELL, JR. MARGOT DRESSES, INC. MODERN AGE JUNIOR IRA RENTNER-MILLER & CO. SILVER DRESSES YOUNG AMERICAN DEB
Monday June 3- June 7	SHOWING OF BONMOUTON "WINTRA" COATS Presentation to the trade of new Bonmouton "Wintra" coats, with showing from 9:30 A.M. to 12:00, and 2:00 P.M. to 5:30 P.M. during the week of June 3. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	TOWN & COUNTRY CLUB FURS INC. (540 W. 58 ST.)	WALDORF-ASTORIA LE PERROQUET SUITE
Monday June 3- June 14	OPENINGS: FALL FORMAL WEAR First joint opening of formal wear firms, with a showing of Fall lines by members of the Formal Dinner and Wedding Dress Guild, including: ANDORA FROCKS BARBARA DANCE FROCKS BEAUTIME FORMALS BON RAY DANCE FROCKS NAT CANTOR FORMALS CARMIE DANCE FROCKS COLUMBIA JUNIORS HENRY H. CONDER, INC. COQUETTE FORMALS DANSANT FROCKS	FORMAL DINNER AND WEDDING GUILD DEBI DANCE FROCKS DU BARRY FROCKS GLAD MODES, INC. MIRIAM MODES GEORGE JACOBSON, INC. LEO JACOBSON, INC. HARRY KEISER, INC. DAVID KLEIN, INC. KOPP & WEINBERG, INC.	INDIVIDUAL NEW YORK SHOWROOMS LEE CLAIRE, INC. MISS AMERICA, INC NITE CLUB FROCKS FRED PERLBERG, INC. PRE VUE DANCE FROCKS SEALOVE-BECKER WILL STEINMAN, INC. TOPPER FORMALS YOUNG MODES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 4	BRIDAL BUSINESS CLINIC FOR 1946	BRIDE'S MAGAZINE (527 FIFTH AVENUE)	WALDORF-ASTORIA
8:45 A.M.- 5:00 P.M.	<p>The Summer 1946 Bridal Business Clinic will have the following schedule:</p> <p>8:45 A.M. -- Continental Breakfast</p> <p>10:00 A.M. -- Modern Bride Shop Management, with Alexandra Potts as speaker, an an open question and answer period.</p> <p>12:15 P.M. -- Luncheon. A greeting from the Publisher. Guest Speaker: Ruth Barton, Chmm of Board, B.B.D. & O.</p> <p>2:45 P.M. -- Wedding Etiquette. Speaker: Marjorie Binford Woods. Open question and answer period conducted by Marian E. MurtFeldt.</p> <p>3:30 P.M. -- Fashion session, with discussion of Bridal fashions, including resume of bridal trends from the French couture - illustrated by slides. Followed by manequin presentation of fashions to be featured in the Autumn issue of The Bride's Magazine.</p> <p>5:00 P.M. to 6:00 P.M. -- Champagne party.</p> <p>For reservations, contact: Virginia Andrews, MU. 2-1490.</p> <p>Publicity: Alexandra Potts, MU. 2-1490.</p>		
Wednesday June 5	GRADUATION LUNCHEON FOR FASHION SCHOOL	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
12:45 P.M. Luncheon	<p>The alumnae award, instituted last year by the Tobe-Coburn school for Fashion Careers, will once again be presented to an outstanding graduate of an earlier class. Principal speaker: Mrs. Beatrice Fox Auerbach.</p> <p>Attendance by invitation only. Contact: PL. 3-0773.</p>		
Wednesday June 5	PRESS PREVIEW OF FALL FASHIONS	MISS AMERICA, INC.	WALDORF-ASTORIA ASTOR GALLERY
4:00 P.M.- 6:00 P.M. Cocktails	<p>"Night Life of the Goddesses" (with no apologies to Thorne Smith) -- a champagne party for the press, presenting an advance preview of the fall collection of Miss America's suits, dresses and evening clothes, designed by Harry Shacter. Commentator: Vyvyan Donner, Fashion Director, 20th Century-Fox Movietone News. Attendance strictly by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.</p>		
Thursday June 6	"AS HE'LL LIKE IT" TULA FASHION SHOW	SAM LANDAU, INC.	HOTEL PIERRE ROOF GARDEN
4:00 P.M.- 6:30 P.M. Cocktails	<p>A "glamour" fashion show featuring hostess pajamas, negligees, and bridal sets created by Tula. Entire collection inspired by famous Shakespearian heroines. Highlight of the show will be the Siamese influence in hostess pajamas and robes as featured in the Twentieth Century-Fox production "Anna and the King of Siam." All Siamese ensembles at Bonwit Teller in New York; bridal outfits at B. Altman & Co. Commentator: Vyvyan Donner, Fashion Director, 20th Century-Fox Movietone News. Press strictly by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.</p>		
Friday June 7	GRADUATION LUNCHEON OF FASHION CLASS	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA SERT ROOM
12:30 P.M. Luncheon	<p>150 young women graduates representing every section of the United States (and Canada) will be guests of this fashion career school at a formal graduation ceremony and luncheon. Guest speakers: Col. Leon Mandel, President, Mandel Bros., Chicago; Esther Lyman, Merchandising Editor, Harper's Bazaar; Michael Schaap, Chairman of Board, Bloomingdale's. By invitation only. Publicity: Ellen Nolan, CH. 4-5288.</p>		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 10 1:00 P.M. Luncheon	BLACK AND WHITE FASHIONS AT LUNCHEON Summer black accented with white will be presented by Russeks during luncheon. Open to Public. Press by invitation. Luncheon from \$1.85. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publ.: Helen Moran, WI. 7-1900. St. Regis Fashion Publ.: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Beginning Monday June 10	OPENING OF FALL SPORTSWEAR LINES June 10 -- STAR-MAID DRESSES, INC. June 11 -- ADLER & ADLER, INC.; KANE-WEILL, INC. June 12 -- DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLOOM CO. June 13 -- CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG; SPORT-CRAFT. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Tuesday June 11 3:00 P.M. Cocktails	PRESS PREVIEW OF FREDRICA FURS "Haute Couture in Precious Furs" presenting Fredrica's new Fall and Winter collection at a private cocktail party for the press. Attendance by invitation only. Publicity: Joanne Leps, LA. 4-2751.	SCHWARTZ & BLUESTEIN	345 SEVENTH AVENUE 16TH FLOOR
Tuesday June 11 4:30 P.M. Cocktails	NEW FASHIONS AND TECHNICOLOR MOVIE "Selling to Stores", a 17½ minute technicolor movie, will be presented along with the new Fall "Paris in New York" fashions by Sam Friedlander, including cocktail and evening clothes, evening pajamas, bridesmaid and wedding gowns. This showing will be repeated on Thursday, June 20. Attendance by invitation only. Contact: Sam Friedlander, PE. 6-2663.	SAM FRIEDLANDER (530 SEVENTH AVE.)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 11 6:30 P.M. Dinner	SMALL STORES DIVISION DINNER MEETING "Hidden Financial Hazards" will be discussed by Harold W. Scott, Vice Pres. The Pennsylvania Co., Phila. "How to Establish a Frozen Food Department on a Sound Basis" will be the subject of Dr. G. Hodges Bryant, Chairman of the Board, Frozen Food Institute. Nancy Pepper, Fashion Editor, "Calling All Girls" Magazine, will speak on "Getting More of the Teen-age Business". Price: \$5.00 per person. Contact: Leonard Mongeon, Mgr., Smaller Stores Div., PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSN.	HOTEL NEW YORKER GRAND BALLROOM
Wednesday June 12 4:00 P.M. Cocktails	ANNUAL FASHION SHOW AND PRESS PARTY Sixth annual National Sewing Contest Fashion Show and Cocktail Party, sponsored by the National Needlecraft Bureau, to award prizes to national sewing champions. Alma Kitchell, of American Broadcasting Company, will be Mistress of Ceremonies. Attendance by invitation only. Publicity: Grace Turner, of Win Nathanson Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Wednesday June 12 4:30 P.M.	SEMI-ANNUAL FASHION PRESENTATION Twelfth semi-annual fashion presentation by Woolknit Associates for buyers, merchandise managers, and fashion press. Attendance by invitation only. Under direction of June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.	WOOLKNIT ASSOCIATES	PIERRE HOTEL BALLROOM

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Friday
May 17-
June 22

CARNEGIE "POP" CONCERTS CARNEGIE HALL, 57TH ST. & 7TH AVE.
Third week in seven weeks' series of classical and popular music, with the following conductors and artists for this week:
Fri. May 17--David Broekman, conductor; Simon Barere, pianist; Ariana Bronn, violinist.
Sat. May 18--An Evening of Russian Music. Vladimir Bakaleinikoff, conductor; Zinaida Lisichkina, soprano; Nadia Reisenberg, pianist; the Radischev Russian Folk Dance Group with accordionist and folk singer.
Sun. May 19--Siegfried Landau, conductor; John Raitt, baritone; Nan Merriman, soprano; Vladimir Brenner, pianist.
NO CONCERT ON MONDAY, MAY 20.
Tues. May 21--Charles O'Connell, conductor; Winifred Heidt, contralto; Jess Walters, baritone; Sanroma, pianist.
Wed. May 22--Franco Autori, conductor; Jarmila Novotna, soprano; Hugh Thompson, baritone; Leopold Rybb, violinist.
Thurs. May 23--Edvard Fendler, conductor; Regina Resnik, soprano; Emanuel Vardi, violist; Lubka Kolessa, pianist.
Fri. May 24--David Broekman, conductor; Dorothy Kirsten, soprano; Robert Merrill, baritone; Paul Nero, violinist.
Tickets: \$1.00 to \$3.00 plus tax. Refreshments at popular prices.
Publicity: The Earl Ferris Co., Hope Associates Division, PL. 5-3100.

Thursday
May 23

PREMIERE: "TO EACH HIS OWN" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50 ST.
Paramount Pictures presents Olivia de Havilland in "the story of a woman cheated by fate, exalted by love," introducing John Lund, (who appeared in the stage production "The Hasty Heart") with Mary Anderson, Philip Terry, and Bill Goodwin. Producer: Charles Brackett. Director: Mitchell Leisen. Costumes: Edith Head. Publicity: Aileen St. John Brenon, BR. 9-8700.

Friday
May 24

PREMIERE: "DO YOU LOVE ME" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
A 20th Century-Fox technicolor musical with Maureen O'Hara, Dick Haymes, Harry James, and Reginald Gardiner. About a shy, plain music school dean who is rejuvenated and beautified by the magic of swing music. Producer: George Jessel. Director: Gregory Ratoff. Costumes: Kay Nelson. Publicity: Jeannette Sawyer, CI. 6-0950.

Saturday
May 25

RECITAL: THE AMERICAN DANCE BROOKLYN ACADEMY OF MUSIC, LAFAYETTE AVENUE
Martha Graham, Nora Kaye, Jerome Robbins, Katherine Dunham and Charles Weidman will appear at the third and final concert of the series sponsored by the Greater New York Committee for Russian Relief for the benefit of the First Central Medical Institute of Moscow. Honorary Chairman: John Martin, N. Y. Times Dance Critic. Tickets: \$1.80-\$3.60. Contact: WH. 3-2460.

Friday
May 31

OPENING: "AROUND THE WORLD" ADELPHI THEATRE, 54TH ST. EAST OF B'WAY
Mercury Theatre's new musical travelogue, presented by Orson Welles and Cole Porter, based on the Jules Verne novel. Cast features Mary Healy, Julie Warren, Larry Lawrence and Stefan Schnable. Settings: Robert Davison. Choreography: Nelson Barclift. Costumes: Alvin Colt. Publicity: Frank Goodman, CH. 4-8240.